

# PRESS RELEASE: ADO GOLDKANTE COLLECTION FW2022

**ADO**  
Goldkante



## NEW COLLECTION IN THE SPOTLIGHT

An interview with the people behind ADO's autumn/winter 2022 collection

As professional textile designers, Lutz Neubert (Head of Design) and Svenja Bernhold (designer) combine creativity with a passion for colours, textiles and structures in the service of a brand that is both modern and traditional at once: ADO Goldkante. The two together are responsible for all ADO collections. In this interview they give us insights into how the collection was put together, the challenges they faced and their personal favourites. You can now view their most recent collection and read more about it in this exclusive article.

What is the story you are telling with ADO's autumn/spring 2022 collection?

**Lutz:** We drew inspiration for the new autumn/winter 2022 collection from modern English styling trends. The ADO collection features uncommonly bold designs and colour combinations along with a wide range of single-colour variations. It's very contemporary and very British, done with a playful touch in keeping with our motto: I love my ADO.

**Svenja:** I am looking to give ADO a more international feel. When I take a look at British interior design today, I see a lot of different wall colours. There is a confidence and passion to the designs. That is something that inspired us. It does not shy away from bold colours and patterns. Reflecting this, our new collection features decorative materials available in an array of vibrant colours as well as chenille and velour fabrics in various grades. Needless to say, it would not be complete without floral designs as well. Beyond that, we added two new products made from a natural fibre blend to the line. The look and feel of the products make them a great addition to our collection.

**Lutz:** We offer a number of functional materials - as we have in the past - made of thermal, acoustic, blackout and flame-retardant fabrics. The base materials are single-colour fabrics used to create everything from light, airy curtains to thick, voluminous draperies. These are fine, high-quality materials that enhance any room they inhabit.

## Who does your collection appeal to?

**Lutz:** Our collection is as varied as the people who it was designed for and who buy it. This includes families, couples, single and best agers. Some of them have pets, others don't. If I were to visualise how our textiles would appear in a room, they would be used to produce a casual, eclectic ambience while also providing a sense of order and structure.

**Svenja:** In terms of the colours and designs on offer, ADO includes everything from understated to flashy designs. One thing they all share in common, though, is that they are easy to clean and offer true value. That appeals to many consumers who at some point decided to move on from ready-made curtains.

## How do you go about designing a new collection, and what are some of the challenges you face along the way?

**Lutz:** As a creative person, you are constantly taking in information no matter where you are. Then, at some point, you need to create an extract. In our case, we make a mood board, which provides a rough idea of the overall feel of the collection. We do this about 14 months before the collection is set to launch.

**Svenja:** The first step always involves creating a plan for the collection. This means asking questions like how big it should be and where we will be placing our focus. We look for single-colour materials and designs that are a logical addition to our line and add specific aesthetic and technical aspects. We spend the most time choosing the right design. This takes a lot of time. For this collection, for example, we engaged an illustrator to create the PHLOX & DAHLIA print. We worked closely together with her to choose and arrange the patterns. It was a passion project for us.

**Lutz:** We always focus on the small details. To name an example, several natural fibre products were added to the ADO collection for the first time ever. We also focus on making the fabric machine washable and easy to clean - something that ADO is known for. One of the challenges during the design phase is achieving a good balance between innovation as well as the feel, functionality and, ultimately, price of the articles.

## Beyond design, what functions do the materials perform?

**Lutz:** The materials create a cosy, comfortable ambience in any room. Textiles also improve the room acoustics. While heavy, voluminous materials are naturally better than delicate, lightweight fabrics, even these have a positive effect that are readily perceptible. Draperies also protect you from prying eyes, while blackout curtains keep the sun out and darken the room.

**Svenja:** We are also offering a number of thermal materials in the collection that allow you to regulate the temperature of a room in the summer or winter. What I really like about textiles is their acoustic qualities in the

home. They absorb noise, which is incredibly practical especially if you have kids.

## What role do trends in society play?

**Lutz:** Social developments influence the megatrends that affect people's purchasing habits. We need to react quickly and deliver the products that the market demands. Sustainability is one of the megatrends at the moment. It is something we are passionate about, and it is part of our corporate philosophy. However, reaching this goal is full of challenges. Here is how: we are more conscious about using recycled materials, we focus on the sustainability of our suppliers' production processes and work to reduce the distances our product are shipped in order to shrink the environmental footprint of our products.

**Svenja:** In one way, ADO has always been sustainable because we offer quality, custom-made products that look great for many years. In that sense, buying ADO curtains is a long-term investment that promotes sustainability.

## What materials in the collection are your personal favourites?

**Svenja:** There are two for me: DARJEELING, a two-sided, lightweight decorative material in a cotton blend with a casual, natural look. It is great to the touch and is available in a number of wonderful colours. It definitely has a place in my home. I also really love EVIE, a transparent material with a matt finish and a super airy feel.

**Lutz:** My more practical side is drawn to JAMES, our new thermal chenille fabric available in 40 vibrant colours, while my more emotional side really loves CARDIFF, the new upholstery material with a woven look and a 3D depth effect that is truly worthy of its name. The PHLOX & DAHLIA print on our single-colour BELLE velour is also a personal favourite of mine. It took a long time to create the design, but the results speak for themselves. The print reimagines a floral pattern you might find in a display cabinet and lifts the mood in any room.

## How would you describe the collection in three words?

**Svenja:** I would say colourful, natural and functional.

**Lutz:** The words I would use to describe the collection are simple, invigorating and harmonious.

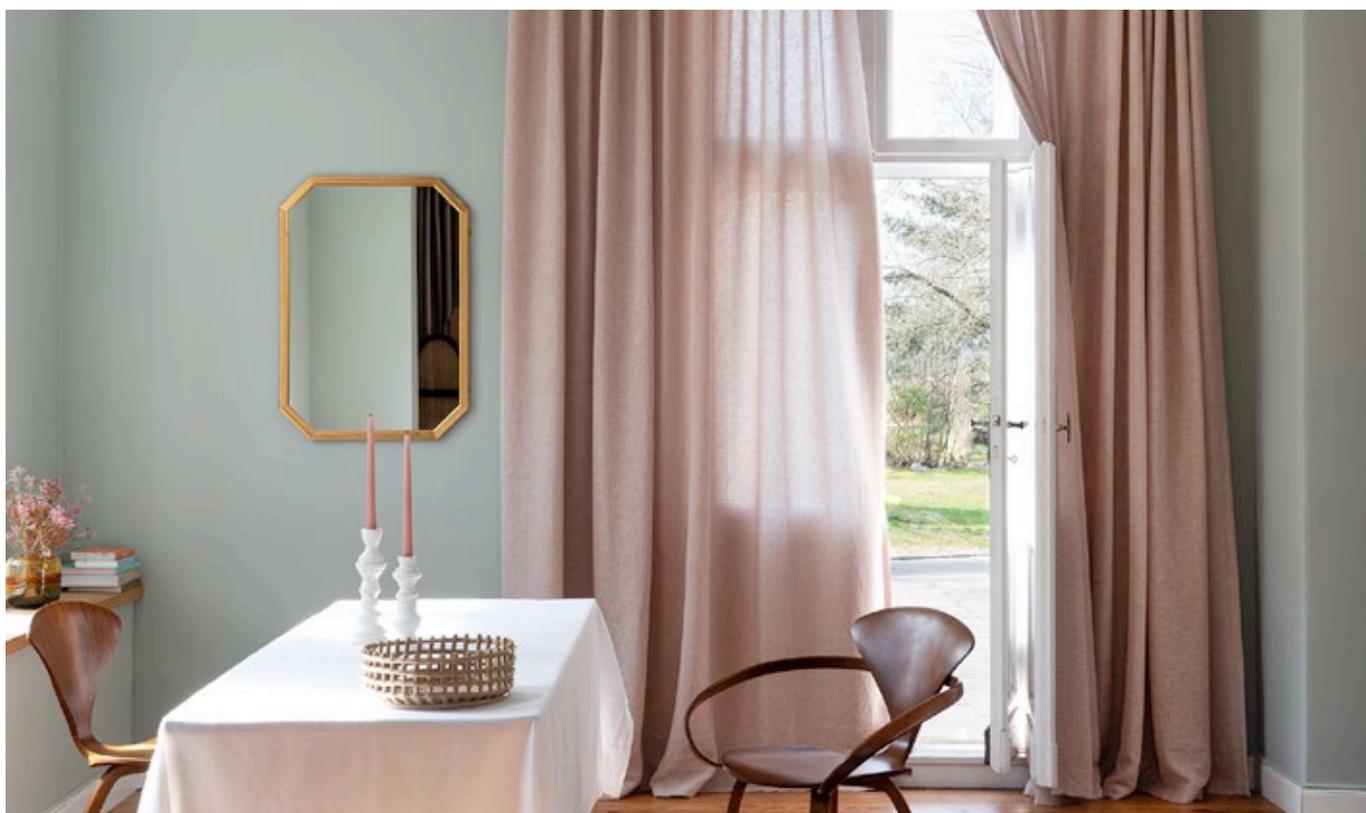
**BRINGING A TOUCH OF JOY** - ADO fabrics are a fantastic companion for your home. They are calming, invigorate your senses, help you sleep better and add a warm touch to your room - whether decorative, sheer, blackout or thermal. Adorned with vibrant designs, a natural look and trendy colours and endowed with functional, high-quality features, these fabrics will bring you joy every day for years to come - thanks to our ADO quality guarantee and our five-year warranty on all our products.



### **DARJEELING 1048**

This fabric is both decorative and soothing. DARJEELING is a light inbetween that immediately puts you in a state of calm while also being pleasant to the touch. Having different colours on the front and back is an added feature you'll really enjoy. Its 40% natural fibre content means it is washable and extremely easy to clean, and its natural look is great in combination with teak, raffia and rattan furniture.

*Light decorative fabric, single-colour, room-height, fabric width: 300 cm, 15 colours  
40% CO; 32% PES; 28% PAN*





### **SCARLETT 1054**

SCARLETT is an inbetween that combines a light, decorative feel with an expressive weave texture. Its matt weave boasts a contemporary look and soft, flowing feel combined with a gentle sheen. Highly wrinkle-resistant, easy to clean and a perfect way to bring harmony and balance to your home - from the living room to the playroom.

*Inbetween, textured single-colour,  
room-height, weight tape, fabric width: 300 cm,  
19 colours, 100% PES*

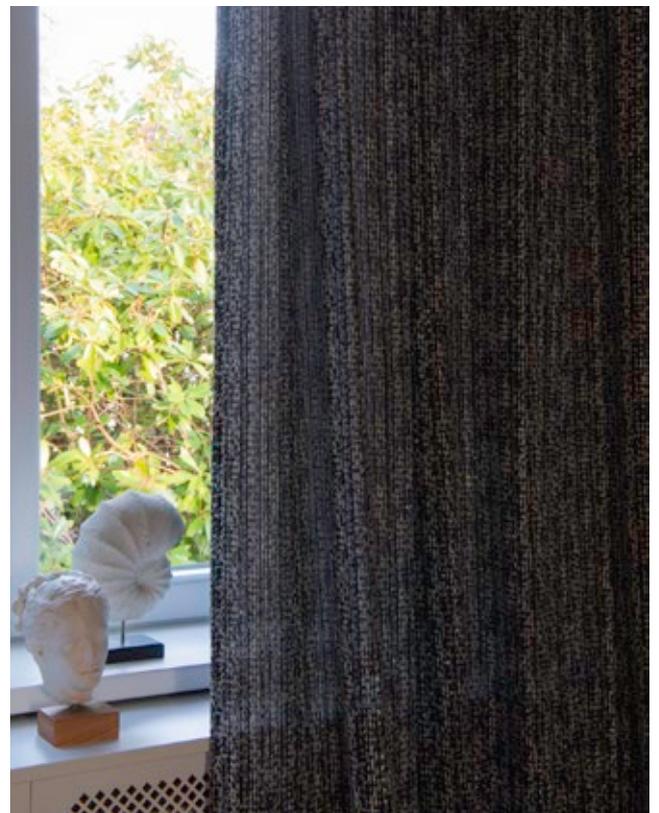


## YUMMY 1057

Couture fabric - inspired by tweed jackets from renowned fashion brands, the creative faux single-colour YUMMY enchants you with its exquisite look, soft feel and marvellous three-dimensional texture. The wide array of decorative threads feature a blend of colours to perfectly accent the fabric's ready-to-wear look and turns every window into a catwalk.



*Decorative fabric, room-height,  
fabric width: 300 cm, 3 colours,  
63% PES; 24% PAN; 9% CV;  
2% WO; 2% CO*





## JAMES 2611

JAMES is a high-quality fabric that is both voluminous and luxuriant. This thick chenille single-colour is available in 40 vibrant colours, boasts a natural look reminiscent of linen and is sure to become the next must-have. Its thermal and acoustic properties provide for an opulent feel-good atmosphere.

*Chenille single-colour, decorative fabric, room-height, fabric width: 290 cm, 40 colours, 100% PES*



## PHLOX & DAHLIA 2623

PHLOX & DAHLIA is opulent and elegant, soft and flowing and can be used in many different combinations. It's a new twist on the classic floral print on the single-colour velour BELLE - and it's a great way to make a statement. To behold this magnificent, artfully curated floral ensemble - available in four colours - is like looking through a kaleidoscope. Its floral pattern, inspired by twentieth century English designs, can be combined with modern furnishing styles.



*Decorative fabric, floral print on velour BELLE 2628, room-height, fabric width: 300 cm, 4 colours, 100% PES*



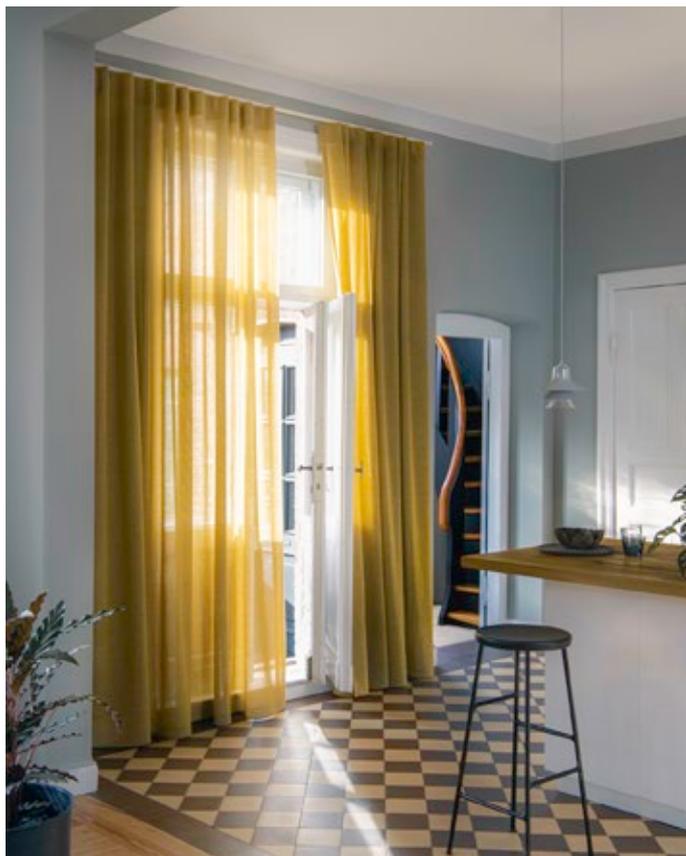


### **EVIE FR 3007**

Airy, light and vibrant - and available in 20 great colours - EVIE breathes new life into your home. This flame retardant, sheer fabric with a soft feel, elegant drape and shimmery sheen looks great in any room - even the bathroom. It is low-maintenance and easy to wash at 60 °C.

*Sheer fabric, single-colour, flame-retardant, room-height, weight tape, fabric width: 300 cm, 20 colours, 100% PES FR*

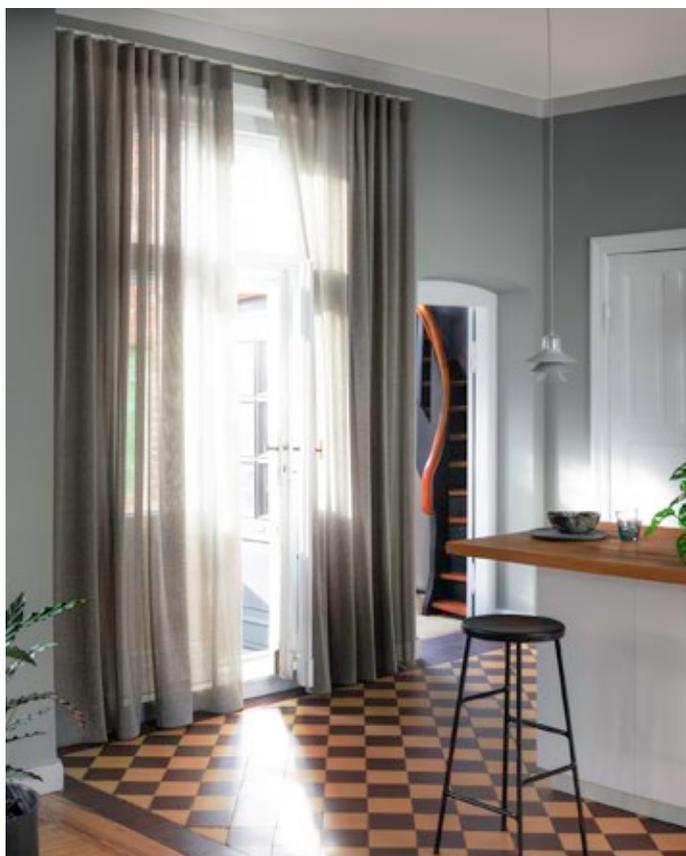




### **SOMERSET 3008**

SOMERSET is an iconic fabric. From country cottage to minimalist, this casual inbetween fits any furnishing style. This fabric boasts an attractive melange look with natural fibres and a pleasant feel and enhances any space in one of 16 harmonious trend colours available.

*Inbetween, single-colour, room-height, weight tape, fabric width: 315 cm, 16 colours, 48% PAN; 17% PES; 16% CO; 12% LI; 7% CV*



## LILY RE 3335

LILY - an artistic rendering of cyanotype on fabric. Inspired by cyanotype, textured curtains serve as the canvas for this floral print, with its enticing background texture. Easy to clean, available in four modern colours and made from over 50% recycled thread.



*Sheer fabric, print, recycled, room-height, weight tape, fabric width: 310 cm, 4 colours, 100% PES (54% recycled PES)*



## HARRY RE 3009

HARRY is a fabric you will enjoy for years to come. Made from over 50% recycled thread from post-consumer waste - elegant overheight and a dazzling, unbound texture. Our tip for you: this gently flowing, sheer linen looks great in combination with LILY.

*Sheer fabric, single-colour, recycle, contrast fabric for LILY RE 3335, room-height, weight tape, fabric width: 315 cm, 1 colour, 100% PES (54% recycled PES)*



## TOFFEE 3337

TOFFEE features a classic design artistically rendered in a chequered pattern. This multi-coloured print makes a statement as it caresses your hands, your eyes and your home with its soft-flowing feel and drape. Its elegant, hand-crafted design on semi-transparent fabric is a true delight - it perfectly complements your sofa, your bathroom or even your yucca plant.



*Semi-transparent, graphic print on AWARD 3454 base fabric, room-height, weight tape, fabric width: 290 cm, 3 colours, 63% PAN; 33% PES; 4% CO*





### **SUNSET DIMOUT FR 1307**

SUNSET is fun 24/7. This decorative fabric with a woolen look in an exquisite fishbone design grabs attention during the day and provides fabulous acoustics and optimal light protection. After sunset, its shading qualities make your private space cozy and give you a peaceful sleep. Tone-on-tone with colours designed to reflect nature, this fabric is available in a subtle play of 16 colours with a natural mélange effect. Especially elegant, easy to clean and flame resistant.

*Decorative fabric, room-height,  
flame-retardant, fabric width: 300 cm,  
16 colours, 100% PES FR*



**FABRIC FOR A CASUAL LIFESTYLE** - for us, the perfect piece of upholstered furniture is the one that you love to use just as much as you love to look at. We take care to ensure our upholstery fabrics deliver on both counts - a contemporary design, stylish colours and pleasant-feeling materials combine to create a truly stunning look. They are also durable, easy to clean and slot perfectly into any interior design.



### **ABERDEEN 1506**

ABERDEEN makes every piece of furniture a real eye-catcher. This trendy upholstery fabric is a two-toned bouclé with a unique 3D depth effect. With its soft and gentle feel, this wonderful fabric is available in 17 colours to fit a modern, traditional, minimalist or highly personalised interior design style.

*Upholstery fabric, single-colour, bouclé, twotone, fabric width: 140 cm, 17 colours, 40% PES; 33% PA; 27% PAN*

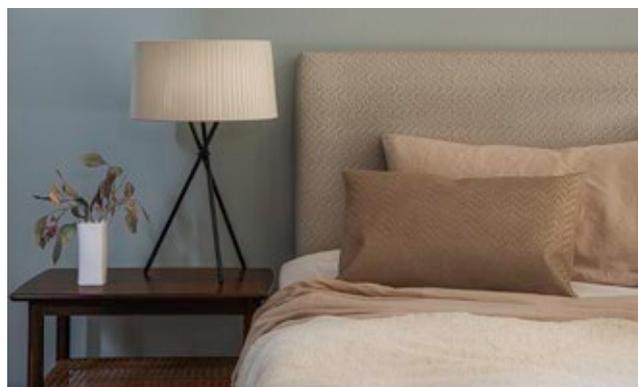


## CARDIFF FR 1505

CARDIFF is a highly durable fabric that looks great from any angle. Its deep embossed woven texture in vegan leather is the defining design feature of this upholstery fabric. It also boasts a dynamic three-dimensional effect. The leather fabric is available in 16 trendy colours. This casual, eye-catching, high-quality, single-colour fabric fits well with any interior style - from vintage to minimalistic.



*Upholstery fabric, single-colour, woven texture, fabric width: 140 cm, 16 colours, 70% PVC; 30% PES*





**TEXTS AND IMAGES  
CAN BE DOWNLOADED AT**  
[www.ado-goldkante.de/en-gb/press](http://www.ado-goldkante.de/en-gb/press)

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### **The company**

In 1954, ADO, which is named after its location in AschenDorf, Germany, was founded by Hubert and Marianna Wulf as a supplier of premium quality curtains and decorative textiles. The 'Goldkante', or golden thread, became a symbol for the quality of this internationally respected German textile specialist. Since 1 January 2013, ADO has been a part of the ZIMMER + ROHDE Group.

### **ADO Goldkante - for rooms that come to life**

ADO brings textile harmony, a feeling of lightness and pure joie de vivre into your home. Exceptional details, a natural feel and countless transparent effects breathe life into your home and make your dream living space a reality. The wide range of patterns - from urban to natural, elegant to playful - offers the right material for every taste. The textiles also meet the demanding needs of everyday life as they are easy to clean and can be combined in countless different ways - not forgetting the five-year warranty. ADO fabrics are therefore the perfect design partners, in any room and at any stage of life.

### **For your manufacturer directory:**

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